

# Partners in Prevention Coalition Toolkit

## Step 4 Building Trust Within Your Coalition

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A large part of gaining buy-in and developing relationships involves building trust. Below are a few key elements of trust. Think about how you are currently working to build trust in your coalition, as well as areas that may require more effort.

### Consistency

Being consistent and dependable go a long way in building trust. If coalition members recognize that you can be relied upon, that you follow through, and that they know what to expect from you, then you are more likely to gain their trust.

### Compassion

Approaching this work (and your coalition members) with care and compassion is vital to gaining trust. Get to know your coalition members on a personal level and work to build connections. We're all human, and treating others with respect and kindness creates a trusting coalition environment.

### Communication

Regularly communicate with members and be open and transparent about the coalitions' actions, decision-making process, etc. People do not like to feel 'out of the loop' or blindsided, so take care to communicate clearly and effectively. Remember that communication is a two-way street, and encourage members to speak up and share their thoughts/opinions and listen to their feedback.

### Competency

Being knowledgeable, successful, and efficient are core parts of competency, and people are more likely to trust people they view as capable and credible. Demonstrate your skills and exercise leadership. If you feel unsure about your competency in a specific area, explore ways to get trained or educated.

**Building trust takes time; it will not happen overnight.** Keep in mind that people trust in different things and understanding what people value can help you build trust with them individually.

## Resources

- [Relationship Building](#)
- [Networking and Relationship Building - Minnesota State University Leadership Toolbox](#)
- [Stages of Team Building - CoalitionsWork](#)
- [Building Relationships: Allies, Coalitions, and Government - Public Knowledge](#)
- [Lead with Trust](#)
- [6 Ways to Lead with Trust - Inc.](#)
- [How the Best Leaders Build Trust - Leadership Now](#)

